



**Technology
Ireland**
Ibec

Making Ireland a Global Technology Powerhouse

A strategy for the sector 2022-2026

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Foreword

Una Fitzpatrick, Director, Technology Ireland

Technology Ireland is the representative body for the technology sector in Ireland representing the ICT, Digital and Software industry. The Association is a proactive membership organisation with over 270 member companies located throughout Ireland. We advocate on behalf of Ireland's indigenous and foreign direct investment (FDI) technology companies to Government and policy makers.

Technology has changed the way we live and has kept us connected, productive and efficient over the last few years of crisis. The sector has kept our economy growing and employment strong. Throughout this turbulence, the sector has continued to innovate. As people adapt to technology and the benefits it brings to our lives, the approach to governing our sector needs to remain agile. Industry stands ready to work with lawmakers to design the rules that will shape the growth and success of Ireland, and Technology Ireland is the platform with which we can do this.

Our members' needs are at the heart of what we do. Our role is to listen to our members' needs and put them into action to ensure we are the leading voice for the industry. Through regular engagement, we want all members to be aware of our services and ensure they are maximising the benefits of Technology Ireland and Ibec.

Since 2013, the sector in Ireland has grown at an average of 12% per annum. The digitally intensive sector now directly employs over 270,000 people

here. To reflect the future of our sector, Technology Ireland has developed a new strategy.

Our new strategy maps the success factors which have led to Ireland's resilient and innovative technology sector and sets out in various pillars the areas of focus for Technology Ireland as we look to the future; namely people, ESG factors, shaping EU and international regulation and being led by the needs of our members in everything we do.

Just as people need technology, technology needs people. A successful technology sector needs access to a constant and frictionless supply of talent, which is why we have placed talent as our number one pillar for 2022. A crucial ingredient in Ireland's success story has been the talent available to both our indigenous and multinational companies. However, companies are increasingly competing for talent. Improvements in the availability of short and long-term housing and a streamlining of the visa process are urgently needed.

“Just as people need technology, technology needs people. A successful technology sector needs access to a constant and frictionless supply of talent, which is why we have placed talent as our number one pillar for 2022.”

We cannot have a thriving economy without a healthy planet and a more equitable society. The technology sector is a leader when it comes to implementing robust ESG organisational strategies and understands how critical this is for growth, recognising that digital technologies are central to supporting the green transition. Technology Ireland will continue to champion the ESG successes of the sector, and work to facilitate further collaboration and leadership amongst members in this area.

Ireland's unique position as European HQ for many international tech companies means that we have a responsibility to lead the way in shaping good, clear, evidence-based regulation and to demonstrate best practice in the implementation of those regulations. Such leadership must begin at home. Ireland's position as a tech hub has the eyes of Europe and the wider International world upon us. Ireland's National Digital Strategy must provide for a whole of Government response to all pending and future-shaping issues. Technology Ireland, thanks to our membership of DIGITALEurope and the number of international technology organisations headquartered here, has an important voice in global affairs.

Today, Ireland is at the heart of the technology industry in Europe, which means we should have our finger on the pulse of developments internationally that will matter to our businesses tomorrow. That is why we envision Ireland as a global regulatory hub and continue to call for increased governance capacities given the concentration and diversity of technology companies established here. Ireland and the wider world stand at a crossroads with crises on multiple fronts. To fortify ourselves against the headwinds, Ireland must work in tandem with global partners to influence the shape of the policy landscape we want to do business in.

In this strategy we outline a number of recommendations for Government and highlight the key areas which need to be addressed by decision makers in government, public sector institutions and industry. This strategy is a roadmap to our continued resilience and if supported will maintain the world-leading status of the technology industry in Ireland and create abundant opportunities.

Una Fitzpatrick
Director, Technology Ireland

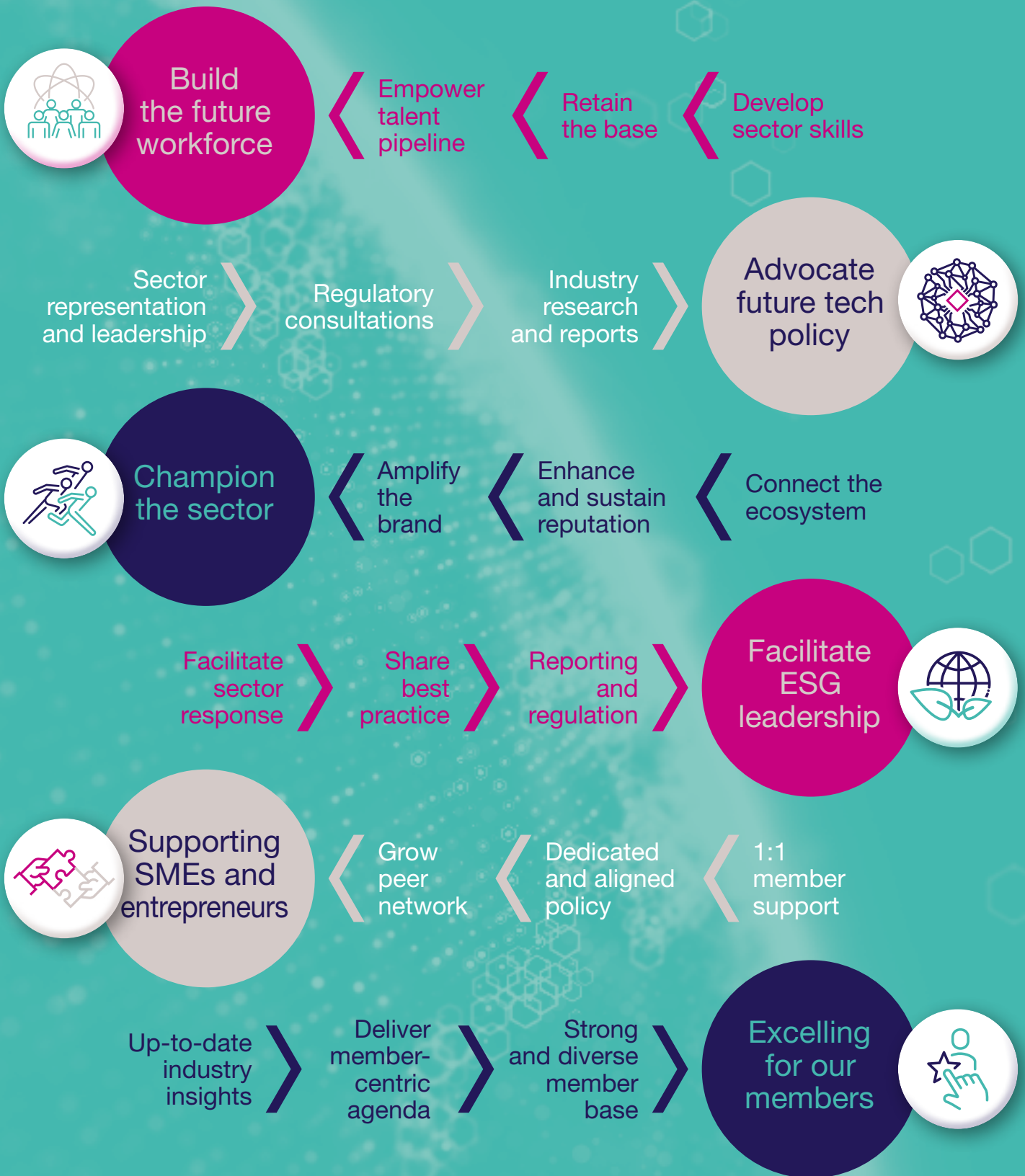


Our purpose: We influence, connect, champion and educate to deliver a better future for all our stakeholders.

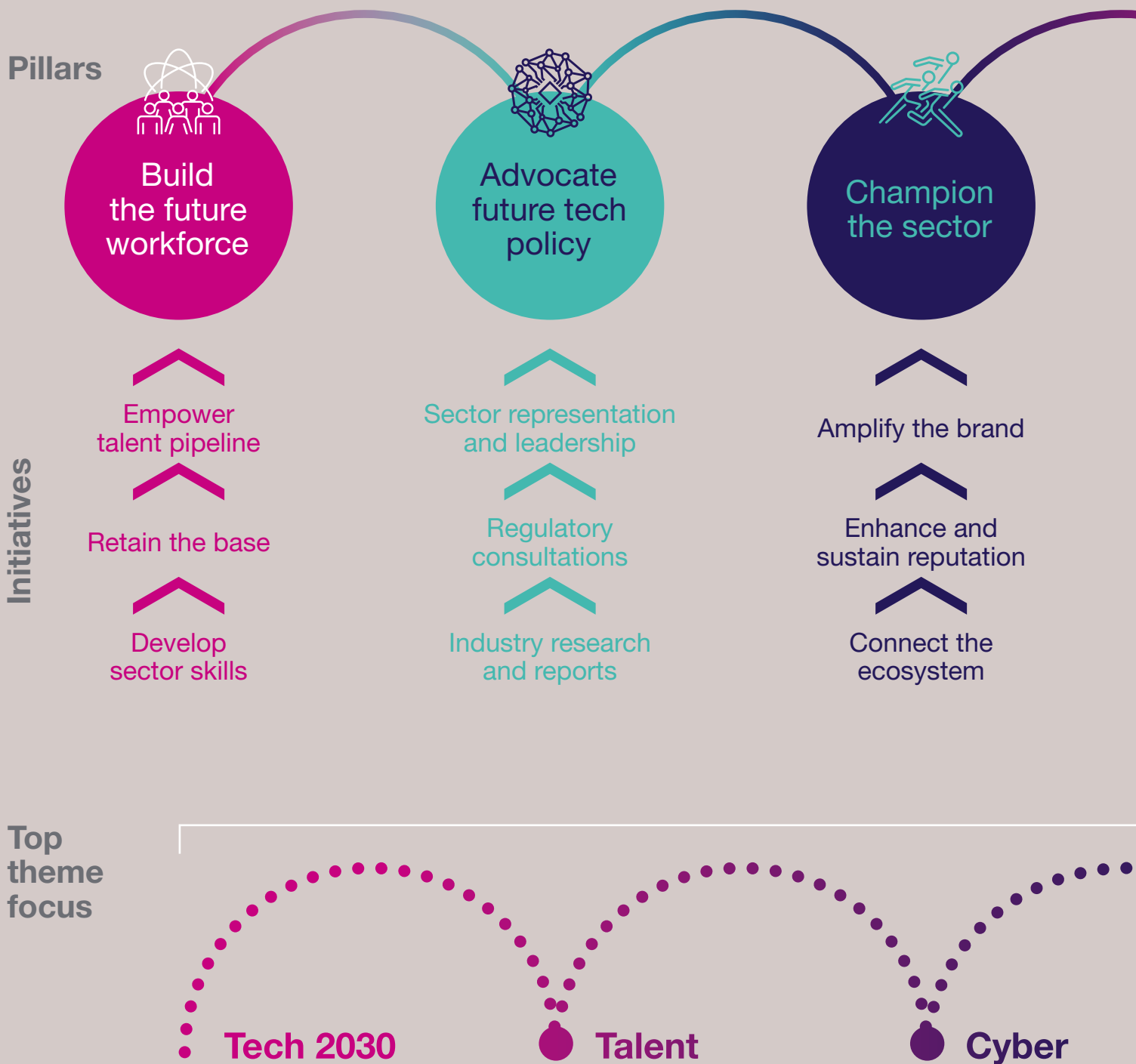
Our vision: Making Ireland a global technology powerhouse.

Our mission: The leading representative body for international and indigenous technology sector in Ireland and the authoritative voice driving effective change.

Our strategy



‘Excelling for our members’ by driving a persistent top theme focus

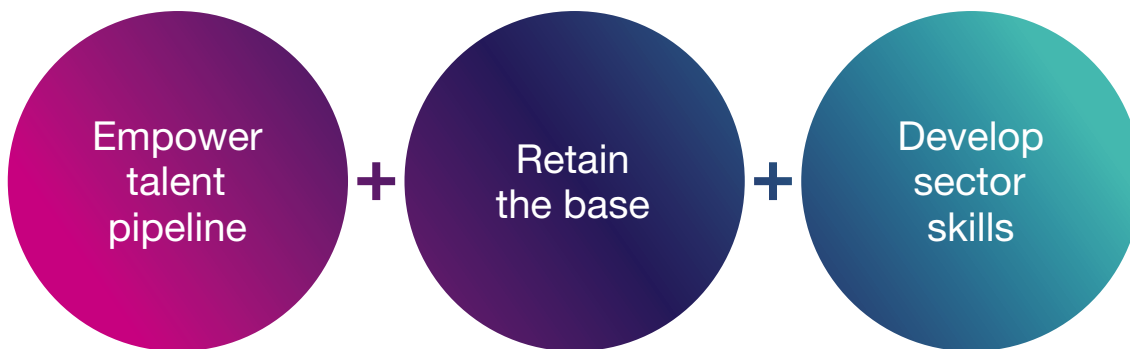


We will establish a rolling focus on the top five member themes, utilising existing and, where required, ‘special interest’ working groups to define and drive targeted outputs in response to our members’ top needs.



Pillar 1

Build the future workforce



Just as people need technology, technology needs people. A successful technology sector needs access to a constant and frictionless supply of talent, which is why we have placed talent as our number one pillar for 2022. A crucial ingredient in Ireland's success story has been the talent available to both our indigenous and multinational companies.

That talent has traditionally been supplied through two streams – the output from our third level colleges and the flexibility and attractiveness of Ireland in accommodating overseas talent. Both these streams are now under pressure and therefore a strong response is needed to maintain a sustainable pipeline of talent.

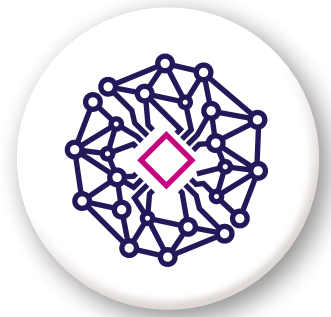
Actions

- Attracting talent: engage on visas/work permit reforms via the Department of Enterprise, Trade and Employment.
- Promote Ireland as a place to live and work - *Better Lives, Better Business* campaign.
- Lobby for the renewal of, or that we lead Tech/Life Ireland 2.0.
- Analysis of the marketplace: up to date info on salary and benefits and other industry incentives that work – finger on the pulse on key people issues.
- Drive industry engagement with both Technology Ireland Skillnets: promote their use to upskill existing tech talent in line with member needs.
- Broaden and expand the Technology Ireland Education and Skills Working Group.
- Represent sector in the Digital Strategy for Schools consultation process.
- Leaving Certificate Computer Science promotion.
- Continue to promote the apprenticeship model with FIT, the ICT Talent Pipeline, as well as alternative pathways into the sector.



Pillar 2

Advocate future tech policy



Ireland's unique position as European HQ for many international tech companies means that we have a responsibility to lead the way in shaping good, clear, evidence-based regulation and to demonstrate best practice in the implementation of those regulations. Such leadership must begin at home.

Ireland's position as a tech hub has the eyes of Europe and the wider international world upon us. Ireland's National Digital Strategy must provide for a whole of Government response to all pending and future-shaping issues.

Actions

- Commission Technology Ireland-backed research in areas of importance for members, aligned with current and relevant member focus areas.
- Execute communications and advocacy plans to utilise research and inform, influence and drive the member agenda.
- Lobby government continuously for government digital leadership both nationally and internationally.
- Prepare for future shifts in the political spectrum by working with members to identify and prepare for new policy dynamics.
- Deliver strong messaging to stay ahead of and steer key policy formation and decisions.

Pillar 3

Champion the sector



For many years the technology sector has been widely viewed as a hugely beneficial contributor to the Irish economy, and the public perception of the sector has been largely positive. However, in recent times, perception of the sector has shifted, and we now observe less positive attitudes for a variety of reasons.

Technology Ireland is committed to raising the profile of the sector, building public trust, and reinforcing the value the sector brings to the Irish economy and wider society.

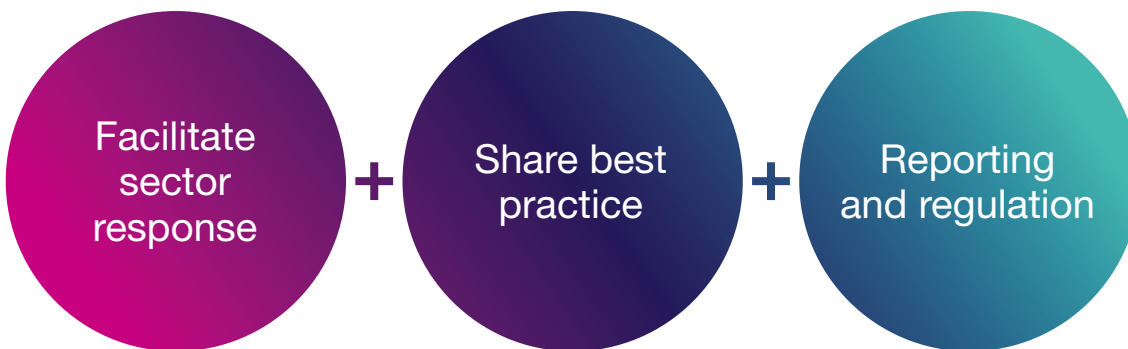
Actions

- Audit of our brand to understand its relevance, impact and opportunity areas.
- Craft a brand amplification plan for execution in 2022/23 to give Technology Ireland the platform to act for its members.
- Engage in activity which both promotes the sector but also the impact of Technology Ireland.
- Engage and promote at European level/ strong DIGITALEurope focus.
- Develop and secure our portion and place in the overarching Ibec brand and marketing strategy.
- Provide networking and community building events – in person. Bring members together on issues of common interest to share and learn, and build the profile of Technology Ireland and the sector generally.



Pillar 4

Facilitate ESG leadership



We cannot have a thriving economy without a healthy planet and a more equitable society. Businesses today are coming under increasing pressure to show that they are playing their part in shaping a more sustainable future.

The technology sector is a leader when it comes to implementing robust ESG organisational strategies and understands how critical this is for growth. Technology Ireland will continue to champion the ESG successes of the sector, and work to facilitate further collaboration and leadership amongst members in this area.

Actions

- Technology Ireland Environmental Committee – expand its remit beyond hardware (e.g. carbon footprint of the sector) to explore a sector-led scope and objectives encompassing the broader role and response of the sector on climate issues.
- Showcase the positive societal impact of the sector in Ireland.
- Enable companies to share best practice.
- Advocate for the sector regarding climate action reporting/targets, and work with the sector on getting ahead of impending reporting regulation with a coordinated response.

Pillar 5

Supporting SMEs and entrepreneurs



SMEs and entrepreneurs are the lifeblood of the Irish economy. Technology Ireland recognises that the SME-specific needs are different to those of other organisations, and it is imperative that the SME voice is to the fore in all policy development within the sector.

We understand the importance of providing SMEs with the opportunity to develop peer networks, and are committed to ensuring SMEs have access to all the necessary supports that are needed to thrive as Irish tech businesses.

Actions

- Ensure the tech SME voice is prominent in any sector policy development, and SME-specific needs are fed into overarching Ibec policy development and across to SFA.
- Advocate for the required supports for tech SMEs as identified by the forum.
- Establish a Technology Ireland SME forum (SME profile tba) to develop SME-specific policy asks and sub-sector needs and supports required.
- Technology Ireland Tech Brews – in person social networking events driven by SME agenda.

Pillar 6

Excelling for our members



Our members' needs are at the heart of what we do. Our role is to listen to our members' needs and put them into action to ensure we are the leading voice for the industry.

Through regular engagement, we want all members to be aware of our services and ensure they are maximising the benefits of Technology Ireland and Ibec. By listening and responding to our members needs, we can play our role in maintaining and building the sectors critical stance on the local and international landscape. A larger and more representative membership gives us a louder voice on the matters of value to our members.

Actions

- Regularly engage one-to-one with members to understand and meet their needs and help members to get the best from Technology Ireland.
- Stay connected to members to ensure we can take proactive measures to anticipate their needs, build advocacy, grow the agenda and deliver on our core goals.
- Bring insights to our members to encourage and inspire them on key topics.
- Channel our members' needs into our work plan and inform our objectives.
- Utilise the network of existing members to be 'promoters' for the association and harness the advantage of being bigger i.e. more representative of the sector.
- Encourage new participation through member events and introductions from existing members.

Conclusion

Technology Ireland believes that the priorities outlined in this strategy, are central to achieving our vision of securing Ireland's place as a global technology powerhouse and maintaining that place for the years ahead.

The landscape of the Irish technology sector is changing due to a myriad of reasons: new regulations, the economic outlook, emerging technologies, public perception, supply of skills, amongst others. As this landscape changes, so too must we. The proven resilience and agility of the technology sector positions the sector well to adapt as necessary to the changing environment, and indeed be a primary agent of change for the improvement of our society. Ireland must always strive, where possible, to be at the forefront of these changes or we risk losing our international advantage.

To maintain our competitiveness into the future it is vital that government ensures that our talent supply is preserved and increased both through training and education and promotion of STEM subjects, but also through making Ireland an attractive choice for overseas talent. We must also maintain a positive financial, social and infrastructural environment for the technology sector and adapt to the new world of working which has emerged in recent years.

Ireland holds an enviable place in the global technology sector. The technology sector is crucial to Ireland's ongoing success. That has been demonstrated beyond doubt over the last number of years and the sector will continue to play a huge part in our future prosperity. The technology sector must not be taken for granted because of previous achievements. Success must be nurtured and planned for. Technology Ireland looks forward to working with all stakeholders to deliver on this strategy and ensure the continued success of the Irish technology sector.





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